

Selling
Seeds . . .



FERRY-MORSE SEED CO.
DETROIT and SAN FRANCISCO

SELLING SEEDS

People buying seeds like to feel that you are an expert on gardening.

Mastering the answers to these questions will not make you an expert. But if you do master them, you will find yourself giving very sound advice to many gardeners.

Your customers' chances of having successful gardens will be increased. And you will sell more seeds.

I—LOCATIONS AND SOILS

Q. My garden is shaded about half the day. What shall I plant?

A. Beans, Radishes, and Peas are vegetables that do fairly well in semi-shade. Balsam, Calendula, Mignonette, Pansy, Vinca, and nearly all the perennial flowers are satisfactory. Keep away from the other flowers, also from Pepper, Egg Plant, and Tomatoes; they need lots of sun.

Q. My garden dries out quickly. What things need least water?

A. All the vegetables that grow on vines like Melons, Pumpkins, Squashes, and Cucumbers can get by with very little water. Peppers do well in dry soil. Parsley, Beans, Beets, and Onions need a little more water than these but not much. Among the flowers, Little Gem Alyssum, African Daisy, Cosmos, Petunia, Portulaca, Kochia, Sunflower, Verbena, and Vinca all thrive during droughts.

Q. My soil is poor; it doesn't seem to have much nourishment in it. What shall I grow?

A. Herbs all do well in poor soil; in fact, better than when it is rich. Radish, Turnip, Parsnip, Salsify and all other root vegetables are good. Satisfactory flowers include Nasturtium, Love-Lies-Bleeding, Joseph's

Coat, Celosia (including Cockscomb and Woolflower), Alyssum, California Poppy, Calendula, Love-in-a-Mist, and Hollyhock.

Q. *What plants like a very rich soil?*

A. Vegetables that should be grown in very rich soil include Cabbage, Cauliflower, Broccoli, Peas, Beans, Corn, Celery, and Lettuce. Some of the flowers that do best on a strong soil are Zinnia, Petunia, Portulaca, Snapdragon, Stock, Heliotrope, Marigold and Salvia.

Q. *My soil is heavy. It seems to be mostly clay. What will probably do best there?*

A. Cabbages, Cauliflowers, Peas, and Beans like a heavy clay soil. Most of the root crops like Beets and Turnips are not so good in a clay soil, though some of the Carrots like Chantenay are all right. Sweet Peas, Pansies, Stocks, Carnations, Scabiosas, Snapdragons, and most perennials do well. In general a heavy soil retains more moisture and is cooler than a light soil, so the same plants like a heavy soil that like cool, moist weather.

Q. *My soil is light and sandy. What are the best things for me to grow?*

A. Radish, Onion, Carrot, Cucumber, the Melons, and Corn should all do well. Flowers that prefer a light soil include Petunia, Portulaca, Celosia, Hollyhock, Love-in-a-Mist, Annual Phlox, Calliopsis, Nicotiana, and all the climbers. Kinds that like warmth and do not care so much about water.

II—PESTS AND DISEASES

Q. *I'm bothered by cut-worms. How shall I fight them?*

A. With poison bran bait. Here's a good formula:

6 lbs. bran, ground fine.

$\frac{1}{4}$ lb. Paris Green

1 lemon or orange cut into little pieces, skin and all.

Mix. Add enough molasses and water to make a

thick dough. Put some near the base of each plant.

Cut-worms are at their worst in the early summer and attack the plants near the ground line.

Q. *There are bugs on my plants that eat the leaves. How can I fight them?*

A. Any insect that eats holes in the leaves, whether he is a beetle or a caterpillar, can be killed by a stomach poison. One part arsenate of lead with seven parts lime make an effective poison of this type. Another is Paris Green mixed with an equal amount of lime dust.

Q. *There are little black, brown or green bugs on my plants. They don't eat holes in the leaves but seem to be weakening the plants. What are they and how can I kill them?*

A. They are probably aphids or plant lice. Arsenate of lead and other stomach poisons are ineffective against sucking insects of this type, but you can get them with a contact poison. Evergreen is good; so are most of the nicotine preparations.

Q. *The bugs don't bother my plants but they are diseased and wilting. What causes this?*

A. Probably some kind of a fungus. Most plant diseases, like snapdragon rust and the mildew in zinnias, are caused by fungus and the remedy is sulphur. Get a fine dust made from flowers of sulphur and apply, preferably in the evening. It is important to catch the disease early.

Q. *The leaves of my Tomatoes are spotted and the plants are beginning to wilt. What shall I do?*

A. The disease is probably Septoria Solani. If this condition is bad now it is too late to do much. Next time, spray or dust your tomato plants with Bordeaux Mixture from the time they are transplanted outdoors until the fruits begin to set.

III—VEGETABLES FOR SPECIAL USES

Q. *What vegetables will give me the quickest results?*

A. Spinach, Lettuce, Radish, Beans, Peas, and Beets.

Q. *I want my vegetable garden in the backyard to look nice—to improve the appearance of my place. What vegetables are ornamental as well as useful?*

A. Parsley and Kale make fine foliage. Beets are both decorative and neat. Lettuce and Spinach are by no means unattractive. The Dwarf Beans are quite pretty. If you have room enough, Corn makes a fine showing. Nearly all the Herbs are decorative. Cucumbers are effective trailing over a trellis.

Q. *What vegetables are particularly good for salads?*

A. Nearly all of them can be used in some way but Lettuce, Cabbage, Celery, Chinese Cabbage, Carrots, Tomatoes, Endive, Cucumbers, and Radishes are the distinctly salad vegetables. All are particularly rich in vitamins.

Q. *I have never grown vegetables before. Which are the easiest to raise?*

A. Radishes are among the easiest of any. Carrots, Beets, Swiss Chard, and Turnips are all simple. If you have a little more room, Spinach, Peas, Beans, and Corn are also very good.

Q. *My garden must be quite small. What vegetables will give me the most satisfactory returns for this space?*

A. The quick-growing types such as Radishes, Leaf Lettuce, Beets, Carrots, Peas, and Beans are all good. Except for Leaf Lettuce all of these can be replanted after a space is made for them by your first harvests.

IV—FLOWERS FOR SPECIAL USES

Q. *I have a rock garden. What shall I plant there?*

A. African Daisy, Alyssum, Linaria, Lobelia, Phlox,

Statice, Verbena, and Virginian Stock among the annuals. Some of the good perennials are Hardy Alyssum, Columbine, English Daisy, Forget-Me-Not, and Iceland Poppy.

Q. *I have never had a garden before. What flowers are good to start out on?*

A. The Blueprint Garden is your best bet because it gives you instructions, a plan, and seeds that are easy to grow. Nasturtium, Alyssum, and California Poppy are other good flowers to begin on. Keep away from Asters and Sweet Peas until you've had a little experience.

Q. *I want color in my garden, but I don't want to spend much time. What will give me the biggest show for the effort I put into it?*

A. Petunia and Zinnia probably are the very best. Both need quite a bit of care early in the season, but after they are once established you don't need to worry and there is nothing more colorful. Portulaca for an edger. Cosmos for tall backgrounds. The Blueprint Garden includes all these kinds.

Q. *What flowers are particularly good for cutting?*

A. Aster, Bachelor's Button, Calendula, Carnation, Columbine, Cosmos, Gypsophila, Marigold (if you don't mind the smell), Nasturtium, Salpiglossis, Shasta Daisy, Scabiosa, Stock, Sweet Peas, and Zinnia.

Q. *What flowers will provide me the quickest bloom?*

A. Nasturtium, Virginian Stock, Zinnia, Sunflower, Bachelor's Button, and Alyssum all give quick results.

Q. *I have no garden but only a window-box. What flowers would you suggest?*

A. Petunia, Nasturtium, Lobelia, Ageratum, Pansy, Annual Phlox, and Verbena. Giant Fringed Petunia is especially nice for a window-box.

V—VEGETABLE SPECIALTIES FOR 1937

Muskmelon, Hale's Best, is perhaps the best all-around cantaloupe. Think of all the desirable qualities you want in a melon—Hale's Best has what it takes. Early maturing fruits of convenient size; flesh that is exceptionally thick, fine grained, richly flavored, sweet, and of deep salmon color. This variety is already a favorite with the big shippers. As home gardeners learn about it they are accepting it enthusiastically too. If none of this variety was included with your assortment, you can get it by writing to the Ferry-Morse Seed Co.

Spinach, Giant Thick Leaved, is not a new name but our strain has been improved and we can recommend the variety more forcibly than ever before. It is a vigorous variety—ideal for home garden use. Leaves are very large, thick, deep green, usually rounded or broad arrow shaped, smooth or slightly crumpled. One thing a housewife likes about this sort is that the leaves are not so hard to wash as the much crumpled kind. Giant Thick Leaved Spinach reaches table condition in a very short time.

Detroit Dark Red Beet has been the standard of excellence in table beets for the last forty-five years. Introduced by D. M. Ferry & Co. in 1892, it has been widely imitated, but critical growers still insist on our strain. This beet shows all the evidences of good breeding. Tops are small, slender, and erect. Roots are uniformly globe shaped, with small collars and small tap roots. Each root is a solid ball of deep blood-red meat, remaining crisp, sweet, and tender until full grown. For an all-purpose home garden beet, Detroit Dark Red is unsurpassed.

Carrot, Red Cored Chantenay, is a Morse triumph. Ordinary Chantenay has been a leading carrot for many years in spite of one objectionable feature: a conspicuous, greenish core. And now in Red Cored Chantenay the core is almost the same color as the rest of the carrot.

The strain we offer is splendid for both home garden and market. Roots are usually between five and six inches long, thick shouldered, tapered, and stump rooted. Flesh is fine grained and of sweet, delicate flavor. For general satisfaction Red Cored Chantenay is a leader among carrots.

Our experience indicates that Charlevoix is the best sweet corn for home garden use. It is rather like Golden Bantam, but matures a few days later, has larger ears, and is even sweeter. Recommend it to anyone who is in doubt about corn; he will thank you next summer.

All the vegetables in your Ferry-Morse display are pure-bred; all were especially selected for usefulness in home gardens, and your assortment was made up especially for your own locality. Needless to say, all these seeds were tested for germination just before they were packed.

VI—FLOWER SPECIALTIES FOR 1937

Harmony is in our opinion the best French Double Dwarf Marigold in existence. It has a combination of good qualities that make it supremely useful for gardens all over the United States. It is exceptionally early, regularly blooming long before ordinary French Marigolds are even in bud. Plants are uniform, neat, compact, and covered with flowers. The blossoms themselves are a rich mahogany color with crested, golden-orange centers. Harmony does well even when conditions are rather unfavorable and we suggest that you make it a leader this season. If you did not get seed with your display, order some now of the Ferry-Morse Seed Co.

Yellow Supreme is another Marigold of exceptional merit. It is of the African type, growing about two feet tall. Flowers are of huge size, graceful carnation-like shape, and a fresh, light yellow color. Though the leaves are somewhat pungent, the flowers themselves have a

honey-like fragrance and are splendid for cutting. You can get a supply of packets by writing the Ferry-Morse Seed Co.

During the last two years we have been making rapid strides in Zinnias and are now particularly strong in this department. Dahlia Flowered Zinnias are the largest, with the regular Giant strains not far behind. You will find that our Zinnias this year are larger than ever before and "bigger" means "better" to most gardeners. Then in the Lilliput (Pom Pon) class we have improved the color range and color balance of our mixture, including more of the warm, bright colors and less magenta. The new color formula was preferred by visitors at our Experimental Gardens last summer and your customers will prefer it too. Also there is the Fantasy Zinnia, with petals twisted like those of Cactus Dahlias. In the two years since its introduction its popularity has grown phenomenally. For people who prefer unusual flowers, it is perhaps the best Zinnia of all.

Heavenly Blue Morning Glory has stolen the show among all the other flowers for the last two years. One reason our strain is so popular is that it really blooms early, especially if grown in a dry, sandy soil in full sunshine. "Heavenly Blue" is the right name for this color and the flowers are huge. When you recommend Heavenly Blue Morning Glory you are pushing the nicest of all annual vines.

We have a new and much improved stock of Nasturtium, Scarlet Gleam. Flowers are larger and more double than ordinary Scarlet Gleam and the color is more fiery.

The Ferry-Morse plant breeders are working constantly to improve their strains, and gardening experts have been cordial in their acclaim. The flowers are more colorful, more fragrant, and more vigorous than ever before.

VII—IN CONCLUSION

Study the assortment of Ferry's Seeds in your store. It includes the kinds best suited to your territory and you can recommend confidently everything in it.

Then study Ferry's Seed Catalogue. It includes not only all the varieties in your assortment but many others too. Except when there is a crop shortage, any of these kinds can be obtained promptly by writing to the Ferry-Morse

Talk to your customers. You will find that some of them do not realize how many varieties which they used to send away for can now be obtained from you. Add to your profits by ordering the unusual varieties for customers who ask for them, instead of letting them go home and order from catalogues themselves.



